

ABSTRACT

This study aims to analyze the implementation of promotion mix conducted by PT. PERSIB BANDUNG BERMARTABAT. Due to the increasing business within the modern football era, it can affect economic growth on other aspects.

The research variables are anything in the form of what is determined by the researchers to be studied so that obtained information about it, then drawn conclusions. The research method used is qualitative research method, by doing several stages for research.

Data is information obtained by researchers in conducting research. Source of data obtained from two parts that is primary data (source of data directly obtained from informant) and secondary data (source data obtained from other media). The purpose of this research is to collect data, then there are some data collecting technique that is used, the technique of interview (looking for information to do question and answer with PT PERSIB BANDUNG BERMARTABAT), observation technique (doing process observation activity related to PT PERSIB BANDUNG BERMARTABAT), and documentation techniques (record and store various documents related to PT PERSIB BANDUNG BERMARTABAT).

Keywords: Promotion, Marketing Management and Promotion Mix